



WWF GOVERNANCE PRACTICE

Promoting the just use of power for
a fairer, greener world



Good governance and the just use of power can advance conservation and equitable development, and unlock lasting change.

WHAT WE DO

We're focused on pursuing systemic change by developing an equitable, just and inclusive approach to conservation.

We address power imbalances and enable people and institutions to make better, fairer decisions.

We build evidence for decisions that support sustainable development, increase the space for civic engagement, and reduce opportunities for corruption.



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Environmental Corruption



OUR FOCUS

Reducing the space for corruption helps prevent inequities, power imbalances, injustice and violations of human rights that contribute to environmental degradation.

OUR ROLE

Uncover the environmental and social costs of corruption. Build actions that facilitate transparency and accountability in decision-making.

Sustainable Infrastructure



OUR FOCUS

Better infrastructure planning has the potential to reduce biodiversity loss, greenhouse gas emissions and negative impacts on local communities.

OUR ROLE

Encourage wise and sustainable planning decisions that help nature and people flourish.

Inclusive Conservation



OUR FOCUS

An inclusive approach recognizes the role of all people in caring for the environment, especially rights holders who are most impacted by conservation choices.

OUR ROLE

Uphold a human rights-based approach that amplifies the voices of those in vulnerable or marginal situations. Strive for equity in the costs and benefits of conservation.

Sustainable Development Goals



OUR FOCUS

Protecting and sustaining natural systems and resources is essential for delivering the SDGs, and will benefit people around the world.

OUR ROLE

Champion the value of nature and conservation to policymakers in achieving their country's SDG targets.



ENVIRONMENTAL CORRUPTION

We support research and advocacy that helps reduce the space for environmental corruption. We do this by developing tools and technology to improve the legal environment, monitoring, risk assessment and knowledge-sharing. We are also involved in facilitating discussions between communities and governments, as well as working with partner organisations that deal with issues of transparency and human rights.



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SIGNATURE WORK



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TARGETING NATURAL RESOURCE CORRUPTION KNOWLEDGE HUB

Targeting Natural Resource Corruption (TNRC) is a USAID-funded project to enable conservation practitioners to address threats to wildlife, fisheries, and forests posed by corruption. We do this through distilling anti-corruption information to build knowledge and relevance for practitioners, strengthening evidence on how anti-corruption efforts can help improve biodiversity outcomes, leveraging partnerships to amplify the reach and implementation of these efforts, and piloting and learning from new anti-corruption approaches.



CASE STUDY : PILOTING CHANGE IN NEPAL AND GUATEMALA

In many places around the world, corruption undermines good governance and the potential that institutions and communities have to manage natural resources such as wildlife, fisheries and forests sustainably. Through the [Targeting Natural Resource Corruption](#) (TNRC) initiative, WWF is exploring new ways to tackle corruption in a number of [pilot projects](#).

In Nepal, for example, we are working with marginalized groups, including women and indigenous people, to strengthen their participation in community forest management, improve accountability and governance, and shape training for duty bearers, rights bearers, and state and non-state actors.

And in Guatemala, we are analysing how organized crime, socio-economics, history, and politics enable illegal hunting and trade in jaguars in the Maya Biosphere so that in partnership with local communities we can improve conservation and help prevent corruption.



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INCLUSIVE CONSERVATION

We promote a human rights-based approach and inclusion in conservation and support individuals and communities in vulnerable or marginalized situations, and those most affected by nature loss and environmental degradation.



© Brandon Laforest

SIGNATURE WORK



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STATE OF IPLC LANDS AND TERRITORIES REPORT

First global collaborative study of its kind that highlights the importance of recognising and respecting the rights, governance approaches and conservation efforts of Indigenous Peoples and Local Communities.



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PEOPLE PROTECTING LANDSCAPES AND SEASCAPES INITIATIVE

Harnessing knowledge, generating evidence, and supporting innovative policy and practice for more effective anti-corruption programming.



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INCLUSIVE CONSERVATION GUIDANCE AND ACADEMY

Shaping WWF's approach and role in driving inclusive conservation practices.



CASE STUDY : GUIDING PRINCIPLES AND POWER DYNAMICS

To address today's complex social and environmental challenges effectively, conservation must not only be ambitious but also inclusive and just. In many places, this means enabling Indigenous peoples and local communities to take the lead in caring for their ancestral lands, rivers and waters in their own ways.

Together with our partners, WWF is helping shape the future of conservation so that inclusivity and justice are at the heart of everything we do and how we deliver conservation.

This includes defining Guiding Principles for inclusive conservation to support constructive dialogue with partners, running an Online Exchange to explore challenges, solutions, and inspiration, and organising Political Economy Analysis for Conservation Impact (PEACI) training to enhance organisational understanding of power dynamics and how to drive positive change in the places where we work.



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SUSTAINABLE INFRASTRUCTURE

We partner with civil society and governments to prioritize spatial planning at landscape scales to assess current and potential impacts of development on the environment, community and social and economic priorities. We research and provide guidance on policies, regulations and practices that encourage the protection of ecosystem services that deliver infrastructure needs while reducing the impacts of built infrastructure on people and nature.



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GREENING CHINA'S BELT & ROAD INITIATIVE

Working to ensure China's significant investments in infrastructure development through its Belt & Road Initiative respect people and nature.



SUSTAINABLE INFRASTRUCTURE FRAMEWORK

An internal guidance shaping WWF's engagement in infrastructure projects, processes and advocacy.



LINEAR INFRASTRUCTURE COALITION

Showcasing how new infrastructure, including roads and highways, can help restore nature, build resilience, and deliver a just, net-zero future.



CASE STUDY : INFRASTRUCTURE AND NATURE

Through the [Infrastructure and Nature Coalition](#), WWF, together with private sector, finance, civil society, research, and government partners, is highlighting the need to deliver the infrastructure services we need while conserving biodiversity, building resilience, and creating a just, carbon-neutral future.

In Kenya, WWF and partners produced guidance on [mitigating impacts](#) from the proposed [Lokichar Lamu Crude Oil Pipeline](#) leading to it being rerouted to avoid critical reserves and conservancies where it could have caused habitat fragmentation and increased poaching, or interfered with tourism.

In Colombia, together with the Ministries of Transport and Environment, and the Foundation for Conservation and Sustainable Development, WWF developed [Green Road Infrastructure Guidelines](#). Designed to shape transport infrastructure that supports development while maintaining ecosystem integrity, these have been formally adopted as national guidelines, and [strengthened governmental commitments to infrastructure sustainability](#).



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SUSTAINABLE DEVELOPMENT GOALS

We facilitate the delivery of the SDGs by mainstreaming nature into decision-making, building multi-stakeholder partnerships and focusing on transparency to expand safe civic spaces to strengthen good governance. We support initiatives at all levels from the grassroots to the global, to shift towards a balanced relationship with nature.



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SIGNATURE WORK



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SDG HUB

A community of people in WWF network championing national action on SDG implementation.



© Marion Osieyo

UN HIGH LEVEL POLITICAL FORUM ADVOCACY

We released WWF's Nature In All Goals publication and video to show how we can restore our relationship with nature to realize the promise of the SDGs.



© Ajdin Kamber

CIVIC SPACE & ENVIRONMENTAL HUMAN RIGHTS DEFENDERS

Building alliances to protect civic space and public participation which are crucial for the development of inclusive societies.



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ADVOCACY FOR THE HUMAN RIGHT TO A HEALTHY ENVIRONMENT

WWF joined a broad civil society campaign to successfully advocate for recognition by the UN Human Rights Council.



CASE STUDY : RIGHT TO A HEALTHY ENVIRONMENEN

On 28 July 2022, the UN General Assembly adopted a historic resolution, recognising that everyone, everywhere, has a [human right to live in a clean, healthy & sustainable environment](#).

This fills a huge gap in the international human rights framework, benefiting individual rights-holders around the world, including environmental and human rights defenders, and helps create a future in which people live in harmony with nature.

WWF participated in the wider [civil society](#) campaign which helped shape a first vote in the UN Human Rights Council in October 2021 by engaging in [advocacy with UN member states](#) such as Norway, Gabon, and Cameroon, encouraging our business partners to show their support, and involving our supporters through social media. We built on that success to advocate for universal recognition at the UNGA.

The focus turns now to implementation to make the realisation of this right a reality for girls and boys, and women and men, everywhere .



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To find out more, visit panda.org/governance or
contact governance.practice@wwfint.org.